

FIG. 1

United States Patent and Trademark Office
U.S. Patent and Trademark Office
U.S. Patent and Trademark Office

10

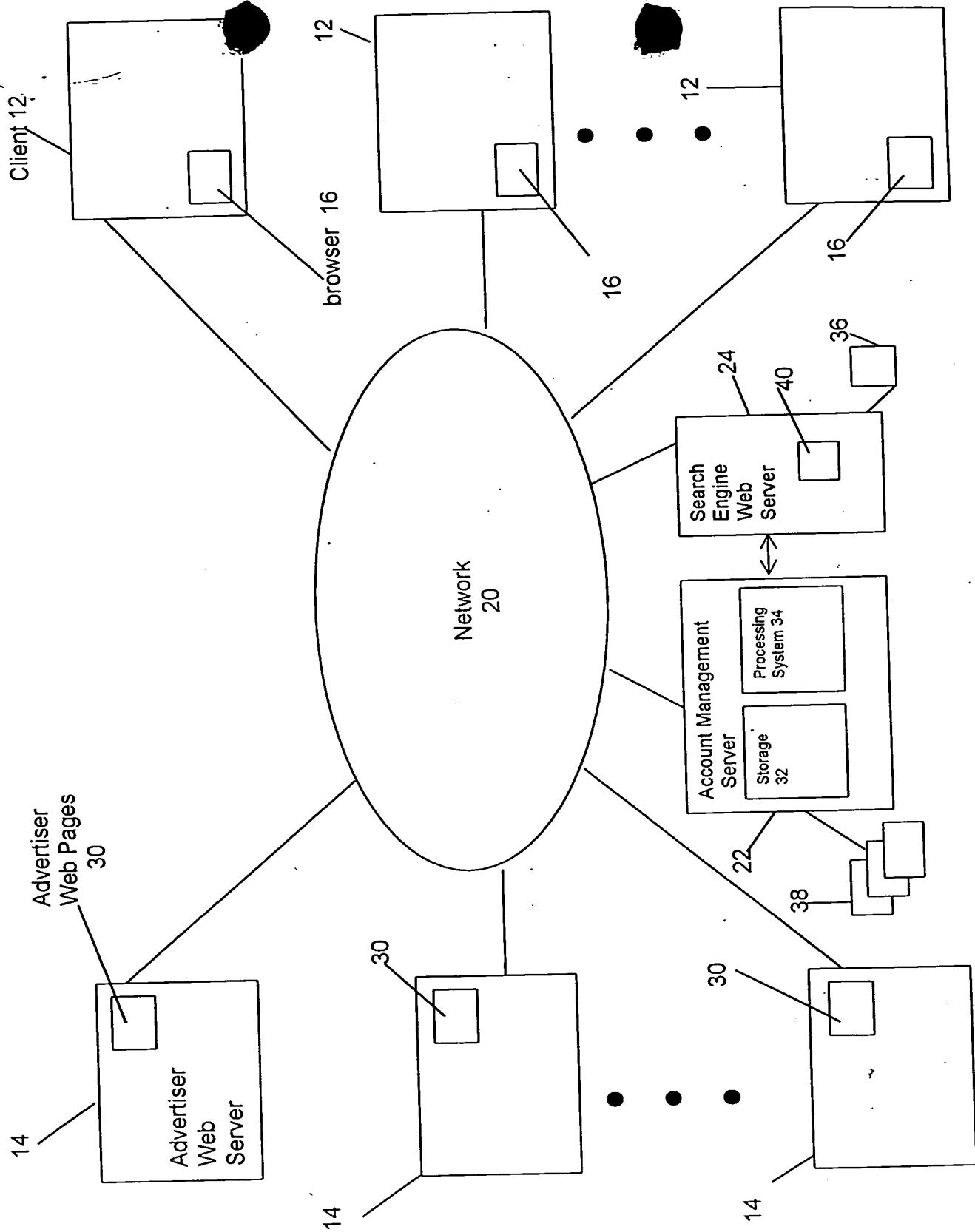
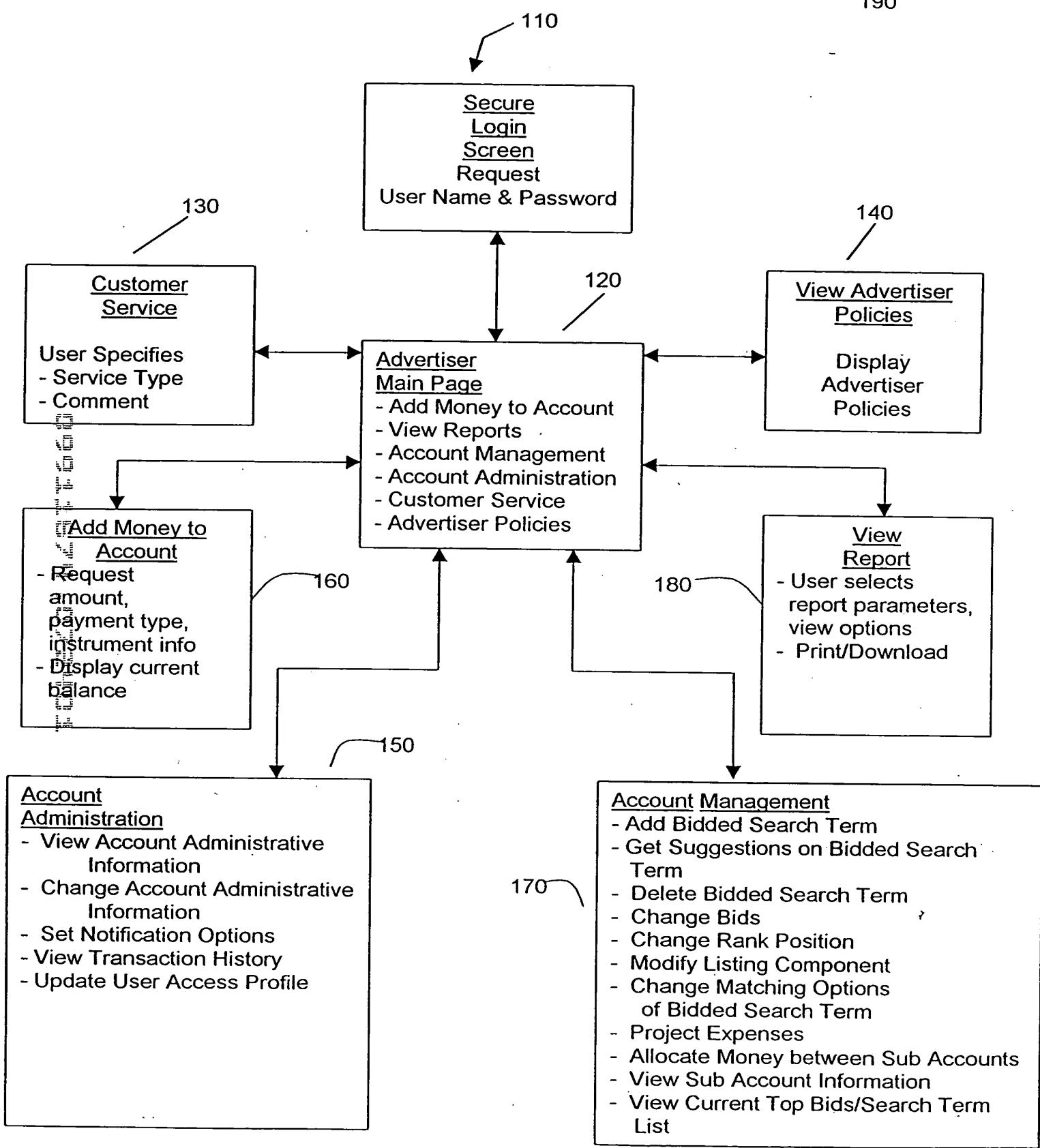


FIG. 2



Back End
Systems

Internet

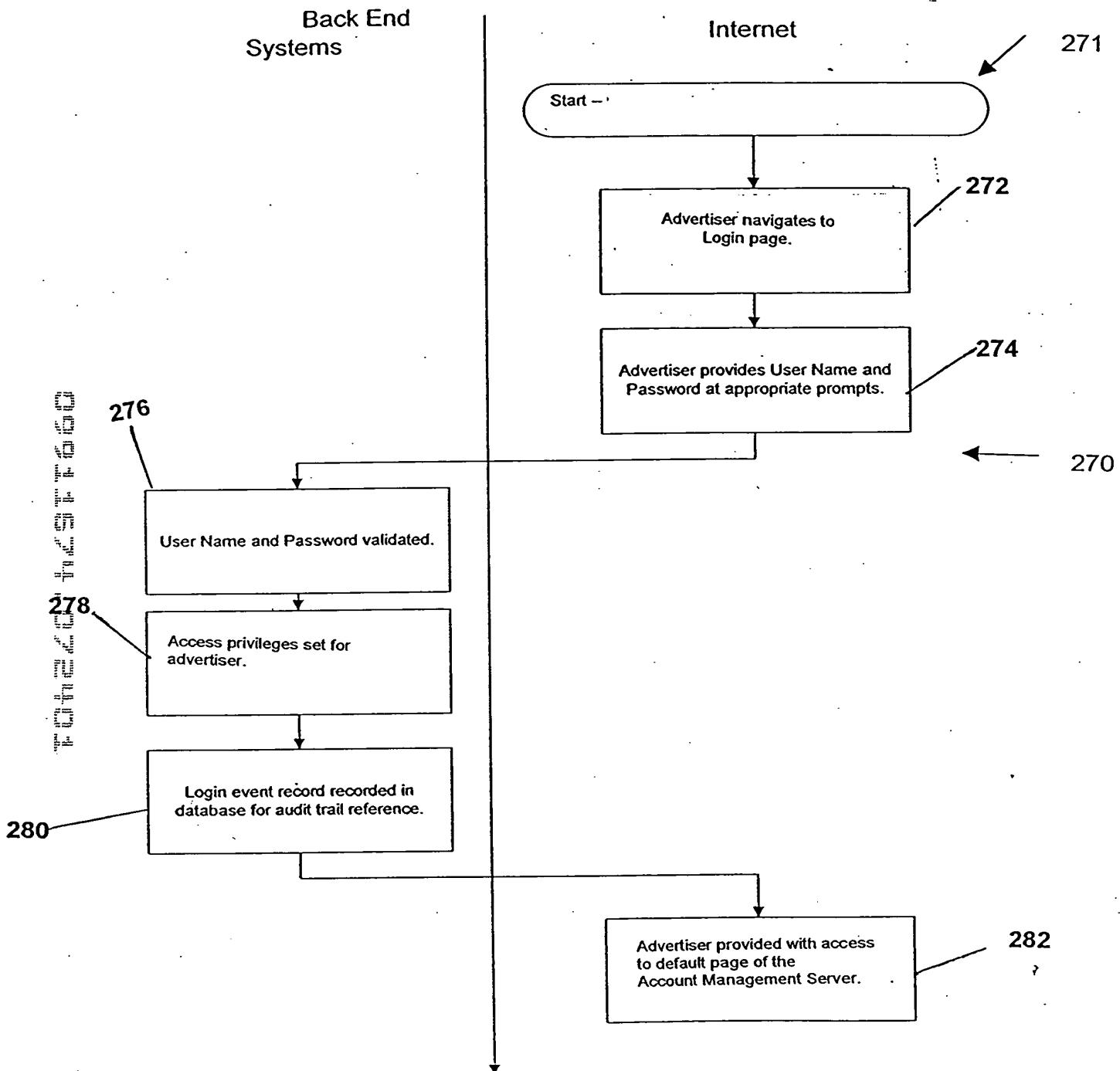


FIG. 3

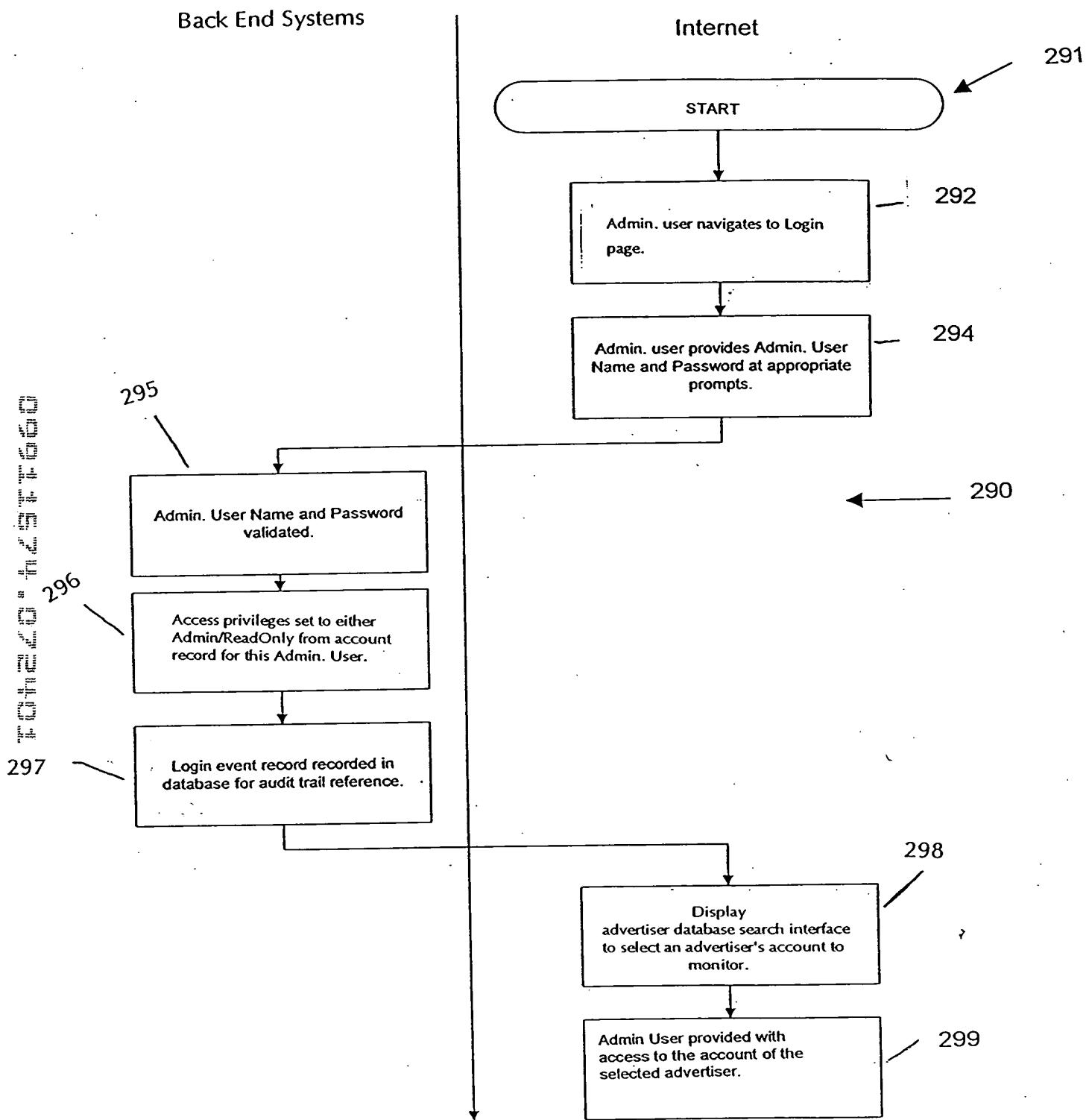


FIG. 4

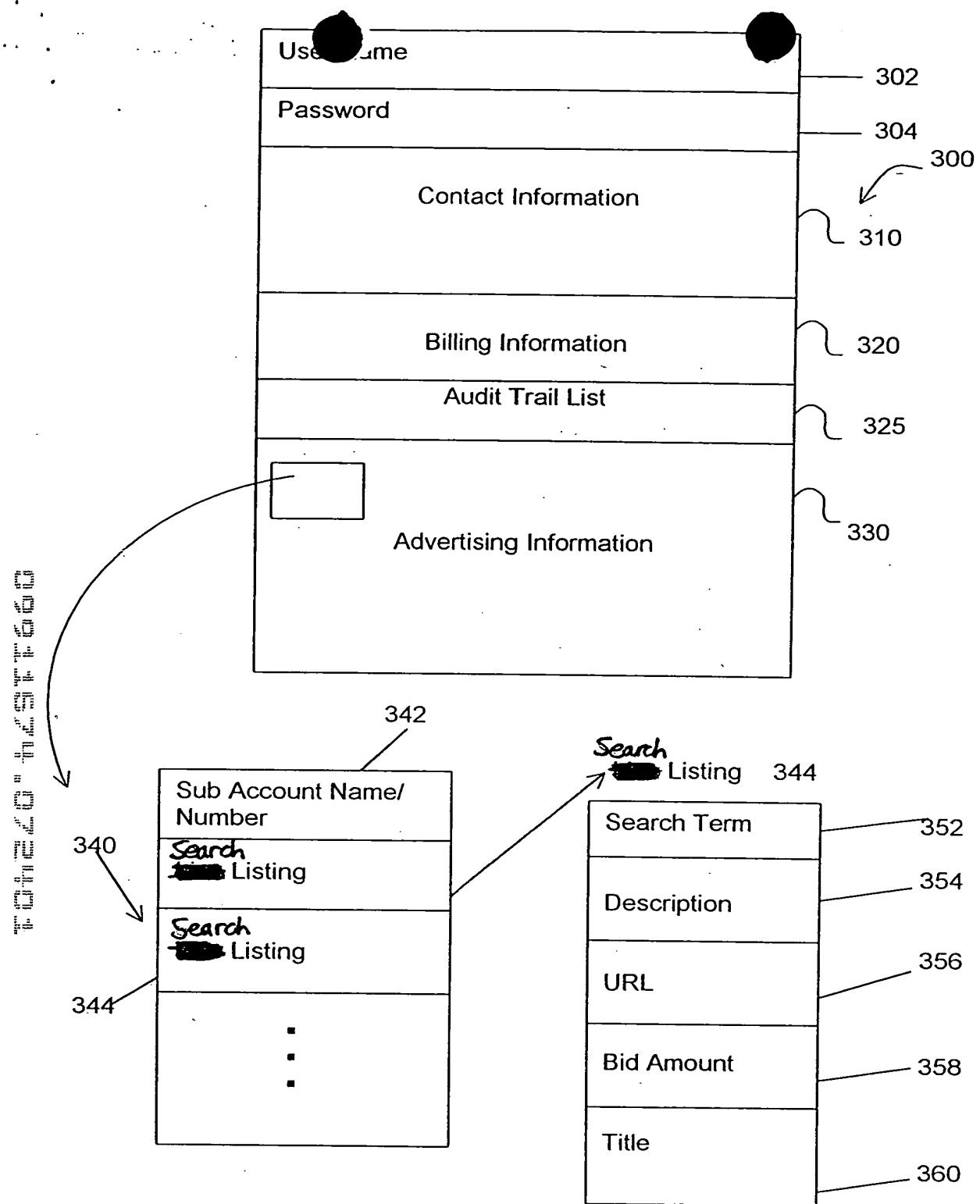


FIG. 5

602 604 606 608 610 612 614 616

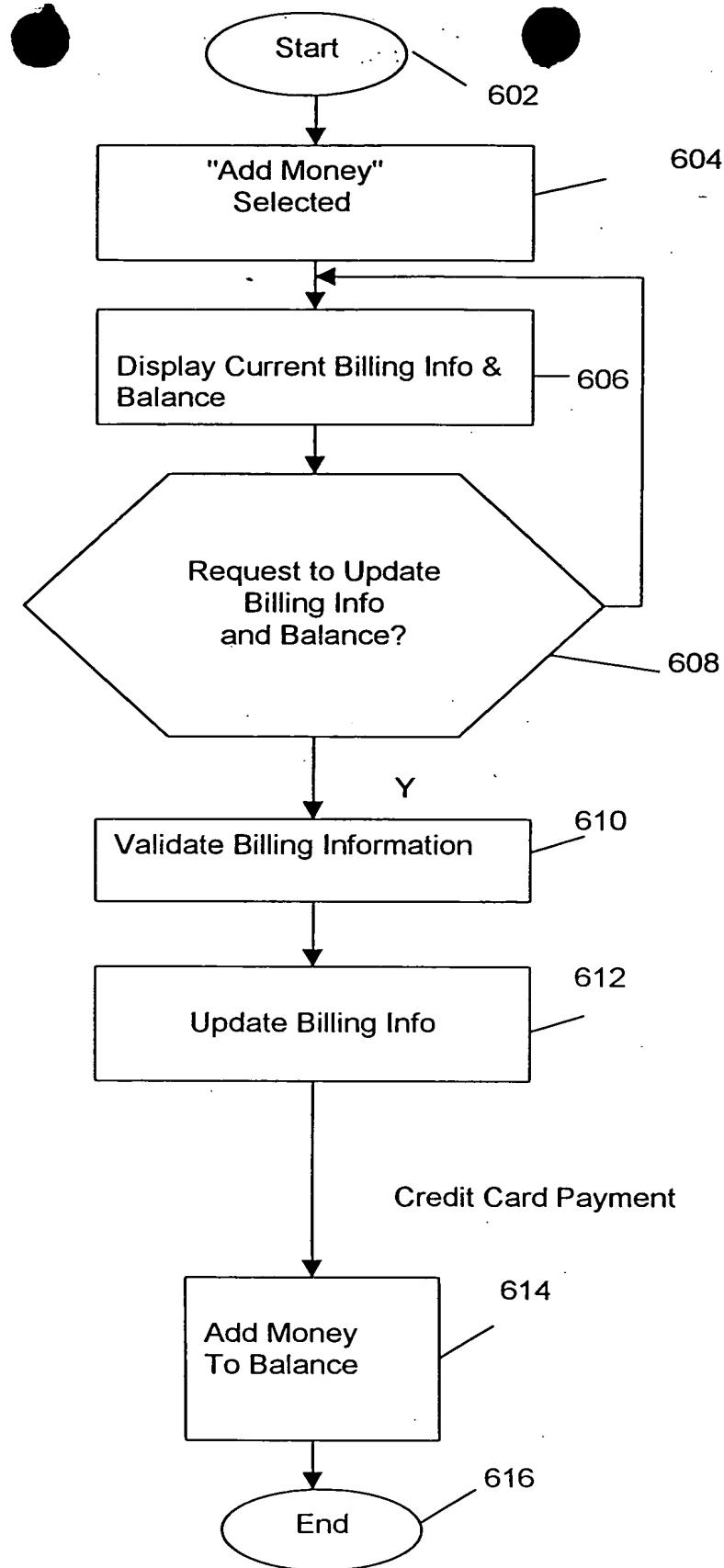


FIG. 6

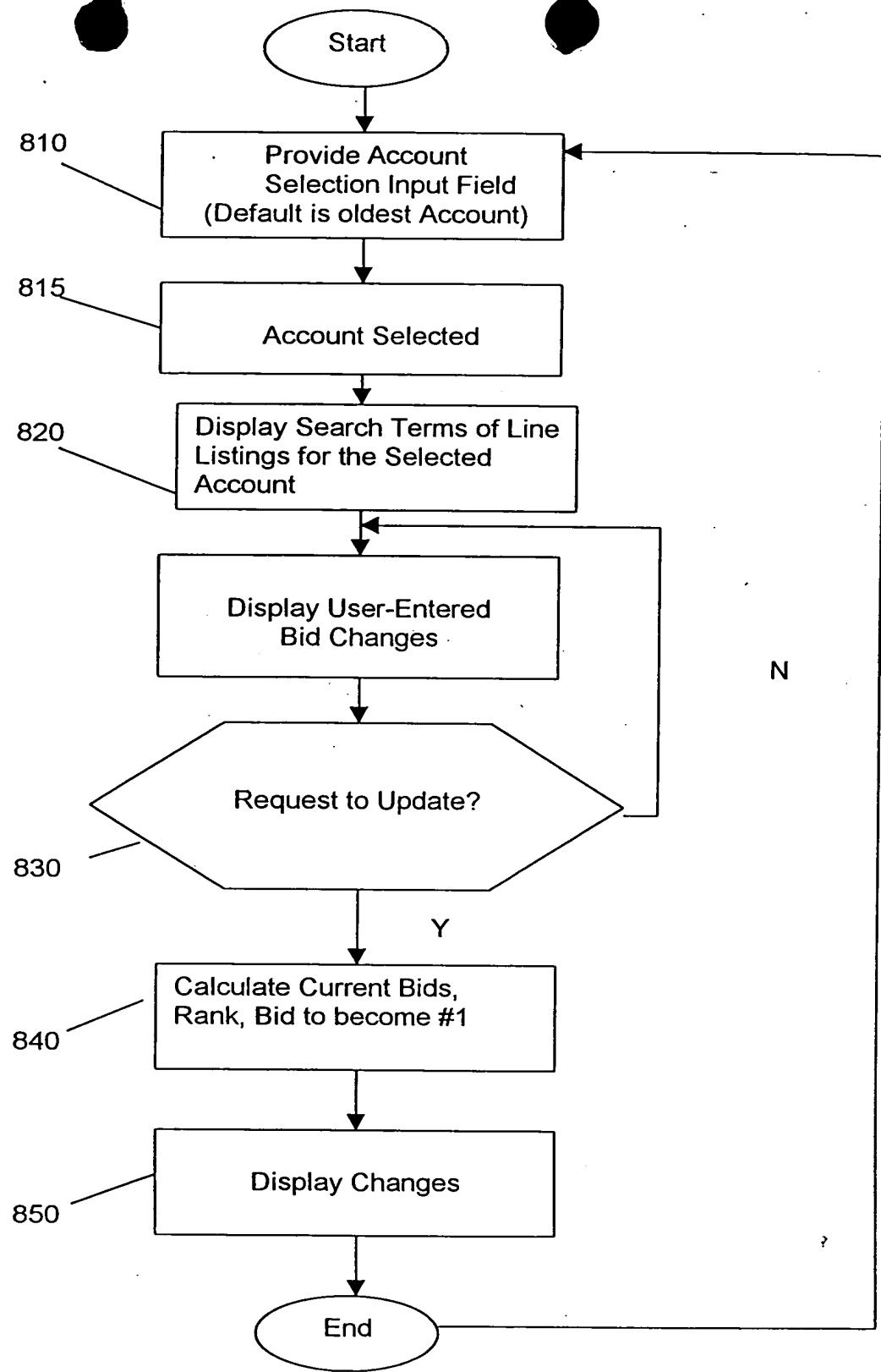


FIG. 8

900

910

920

902 904 906 907

Search Term	Current Bid	Current Rank	Bid to become #1	New Bid
car	0.01	10	1.00	<input type="text" value="0.01"/> <input type="text" value="0.12"/> <input type="text" value="0.15"/>
auto	0.10	5	2.00	
automobile	0.13	2	1.50	

908

912

Update Bids

FIG. 9